

9/28/89

use for pricing model - 1990 FETS scenario

P V	1990 FETS			Total	Total Filter	= Full price
	25's	B&W/ Branded	Pyramid			
85	.19	6.72	.56	7.47 [*] 8.09	54.78	46.69 [*] 47.31
100	.43	8.93	1.04	10.40 [*] 11.25	^{38.78} ^{2.50} ^{41.28}	3003 [*] 30,88
NF		.15		1.15 [*] .18	3.94	3.76 [*] 3.79
Total	.62	15.80	1.60	^{18.03} ^{19.52*}	100.07	80.48 [*] 81.98
full						

* is assume the full 2.5 share point increase
 is felt in 1990
 then PV share =
$$\frac{17.02 + 2.50}{19.52}$$

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